



RELATECH®

---

---

# Your Technology Partner for Innovation

---

---

[www.relatech.com](http://www.relatech.com)

# About Us

Relatech Group has been the Italian Technology Partner for about 15 years.

Our experience of business and technology meets the different needs of our Customers with innovative solutions.

## Numbers

15 years experience

Revenue 10 ML €

Team 150

## Locations

Milan

Naples

Cosenza

## Relatech Companies

Relatech Digital

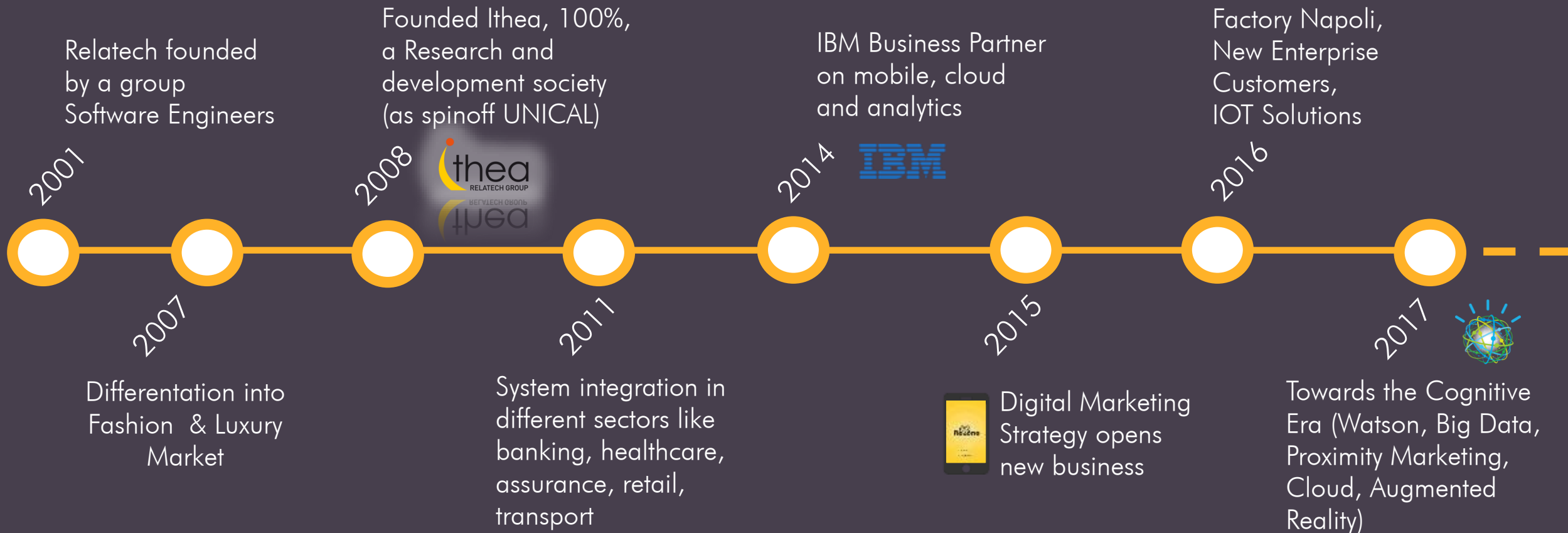
Relatech Lab

lthea

The software factory collaborating with the University of Cosenza provides our Products.

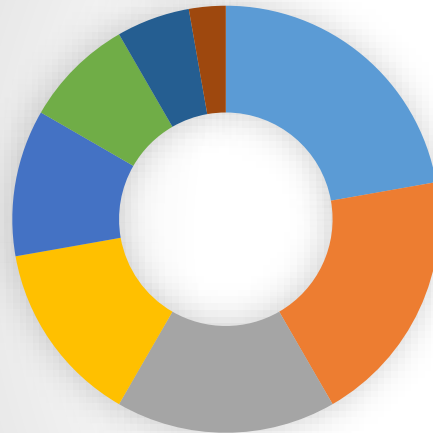


# Our Story



# Our Market

Sales Breakdown



Locations



- Milan
- Naples
- Cosenza

# What We do

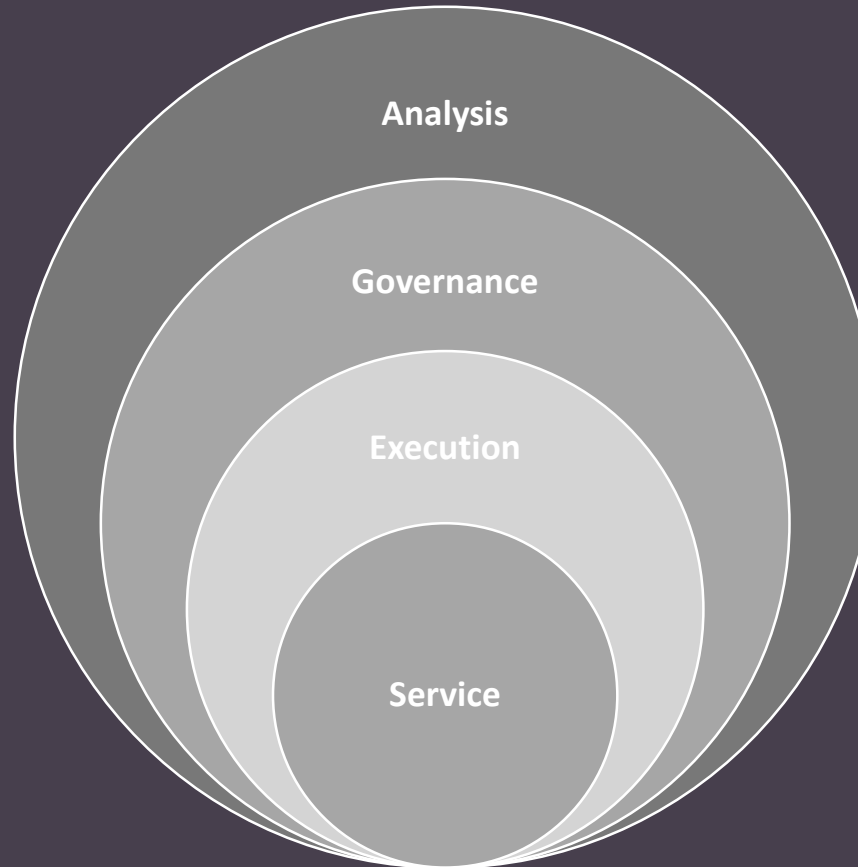
Relatech business approach

## Analysis

Functional & specific analysis of the project

## Execution

Project development with high technology skills



## Governance

Governance of project development and risks

## Service

Maintenance, assistance and support during and post project development

# What We do

Services – Projects – Solutions

## Services

<b>Technology skills</b>	<b>Business Consulting</b>
<b>IT Governance</b>	<b>Technology Consulting</b>
<b>Functional &amp; Process Consultancy</b>	<b>Strategy &amp; Innovation</b>

## Projects

<b>Web &amp; Mobile development</b>	<b>Digital &amp; Content analysis/strategy</b>
<b>System Integrations</b>	<b>Marketing automation</b>
<b>BPM, ECM, ERP, CRM, CPM</b>	<b>Big Data &amp; E-commerce</b>

## Solutions

<b>Digital Marketing</b>
<b>Cognitive proximity Marketing</b>
<b>Enterprise Mobility</b>

**Marketing Cloud -  
Watson Explorer -  
Digital & Customer insight -**

**- Chatbot  
- Augmented reality  
- Visual recognition**

# Business areas

System Integration, Mobile Applications, Digital Experience, Web Development



## System Integration

Complete IT Projects  
Management in the whole  
software Lifecycle of the project:  
Plan, Analyze, Test, Deploy



## Mobile Applications

Smartphone and Tablet  
devices Applications to  
support marketing area  
selling network with the user  
interfacing process



## Digital Experience

Integrated and digital  
communication solutions  
for business agencies and  
public spaces



## Web Development

Web applications  
development as ad-hoc  
solution for the Intranet  
(private network) or Internet  
(World Wide Web network)

# Business areas

Analytics, IoT & Big Data, Customer proximity & engagement, Cloud



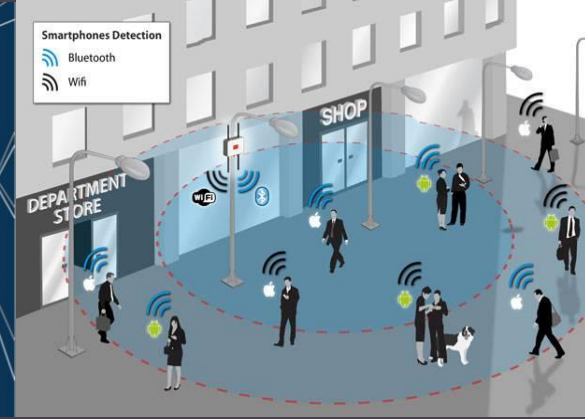
## Analytics

Examining data sets in order to draw conclusions about the information they contain, increasingly with the aid of specialized systems and software.



## IoT & Big Data

Internet of Things, or else the Internet of physical devices, with Data collection interconnected



## Customer Proximity & Engagement

Customer revelation through Proximity solution as anonymous user or really Engagement as registered user



## Cloud

Internet-based computing that provides the data storage on online shared databases and servers, to be accessible for all involved users



# What We do

Skills

## PROJECT MANAGEMENT

IOT PLATFORMS

CUSTOM DEVELOPMENT  
SERVICES

PLATFORM DEVELOPMENT AS  
SERVICE (IBM, MICROSOFT)

MOBILE APPLICATION DEVELOPMENT,  
AD-HOC & CROSS PLATFORM

### DATABASE

SQL SERVER

MONGODB

POSTGRESS

COUCH DB

MySQL

CLOUDANT

ORACLE

DASHDB

### FRONT END APPLICATION

ANGULARJS

BOOTSTRAP

CSS3

JQUERY

### JAVA EE APPLICATION

JPA  
HIBERNATE

SPRING  
FRAMEWORK

JENKINS

MAVEN

### NODE JS

EXPRESS

LOOPBACK

# What We do

Partnership - Capabilities

---



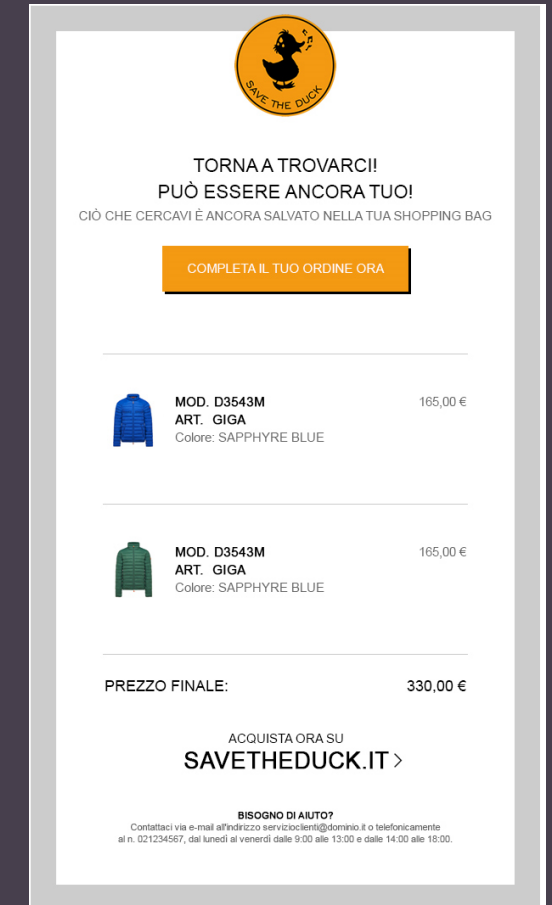
# Save the Duck

Relatech references



- Development of a Marketing database
- Customer behavior analysis through different touchpoints (web, social, email, Ecommerce)
- Creation of Marketing Campaign
- Monitoring shopping cart (Ecommerce)
- Monitor new newsletter subscribers
- Send customized newsletter through “IBM Watson Marketing Campaign” service
- Upselling and Cross selling activity

IBM Marketing Cloud, IBM Campaign, Digital strategy,  
Marketing Automation, Ecommerce analysis, CRM



# Supply Chain

Relatech references



- Implementation of ReZone solution
- Cognitive proximity Marketing activity
- Prospect/Customer behaviour analysis
- Register the most popular customer journey (in a single day or a period)
- Identify the most visited zones
- Customer average time per zones
- Creation of Marketing customized Campaign



**ReZone anonymous module, Marketing automation,  
Digital Marketing, Cognitive proximity marketing**

# Healthcare

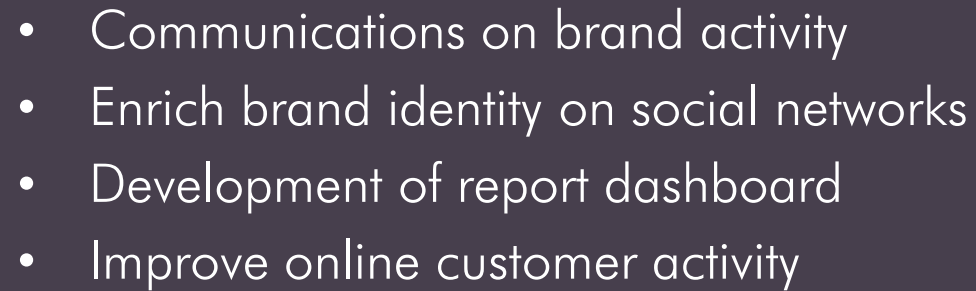
Relatech references



- Marketing automation campaign
  - Digital & Content Analysis
  - Customer behaviour analysis online
  - Development of a user database
  - Customized communication
- Commercial campaign on products and services
  - Customer/prospect profiling activity
  - Customer Engagement project

**ReZone Marketing module, IBM Marketing Cloud, Digital & Content analysis**

## Relatech references



# Assurance

Relatech references



- Marketing database development
- Marketing automation campaign
- Customer/prospect behaviour analysis
- Send customized newsletter through “IBM Unica Campaign” (version10)
- Flow and multiwave campaign management
- Development of a tailored assurance offer for client and prospect



**IBM Marketing Cloud, Digital & Content  
analysis, Digital Marketing, CRM, Ecommerce  
Analysis, Customer Insights**

# Contacts

---

*marketing@relatech.com*  
*comunicazione@relatech.com*



*Visit our website*  
*www.relatech.com*  
*rezone.relatech.com*



*Follow us on Social Network*



*@Relatechsrl*



*@relatechSrl*



*@Relatech*